

# Unit1-2 Methods of translating.-2

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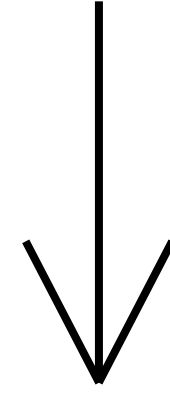
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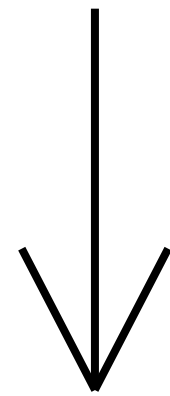


I focused on the first translation method and studied the medium of the Manual. In this translation method, I learned how to exclude information that hinders communication and retain useful information. During this process, new ideas also emerged.

Translated into Toy manual /



If it's manual, why does it have to be a Roller Coaster theme



Look back the characteristics of the Roller Coaster

*"The pursuit of excitement"*

*"Short but intense feelings of experience"*

*"Cycles"*

*"Highs and lows; ups and downs"*

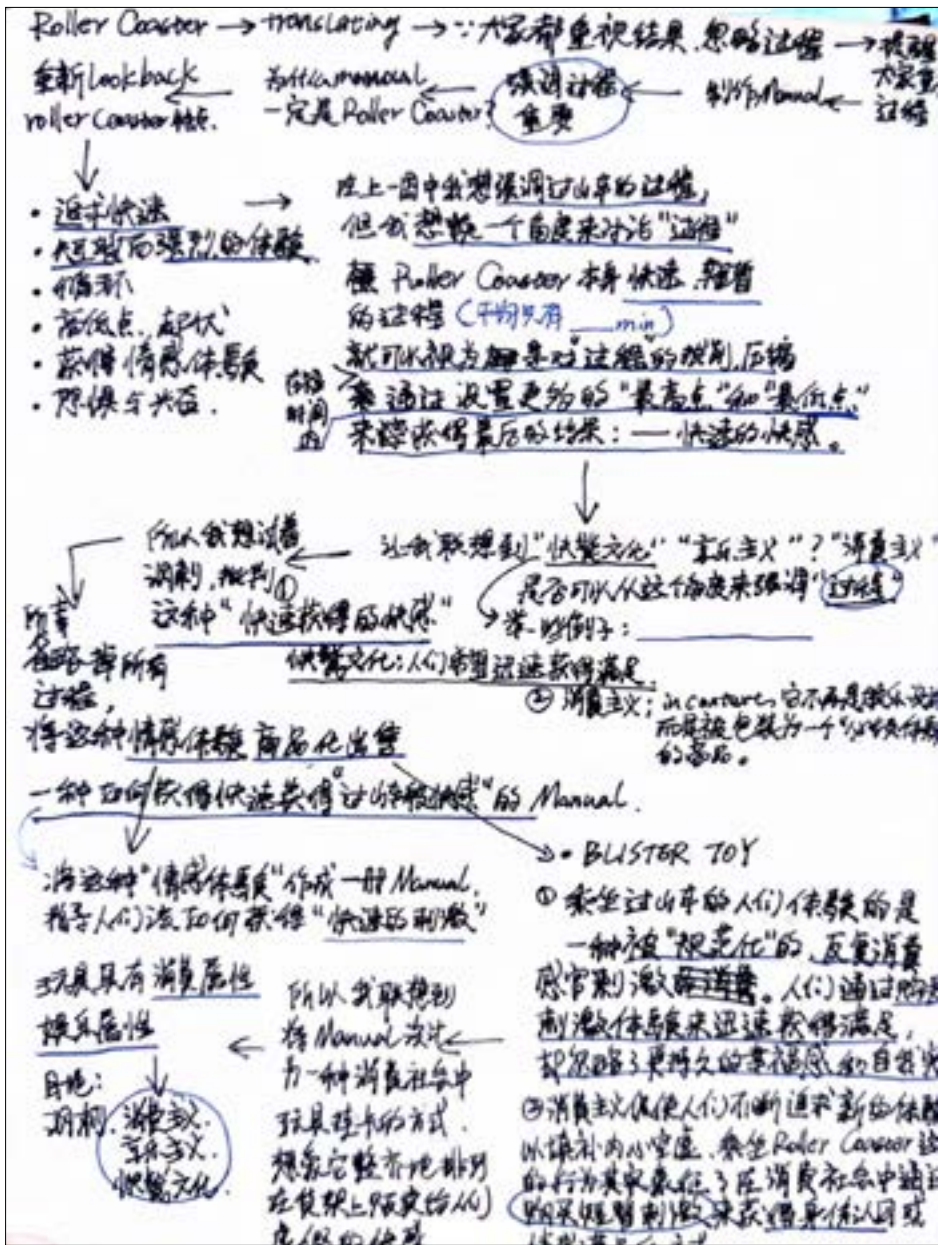
*"The experience of emotion"*

*"Fearness and happyness"*

Last week I wanted to emphasize "The process" is important, try to think about process from a different perspective.



The roller coaster itself is fast and short, with an average ride time of only 1-3 minutes.



You get a lot of pleasure after playing.

In another perspective, Roller Coasters can be seen as the exploitation and compression of the "process", in a very short period of time, by setting more "high" and "low" to get the final result - a short pleasure.

It reminds me of fast food culture, consumerism,  
hedonism.



↓  
Try to think about the meaning of "process" from  
these perspectives.

People want to be  
satisfied quickly.

Through repeated play,  
Roller Coaster is packaged  
into a "must-experience"  
commodity.



I wanted to satirize this "quick & short pleasure," so I simply omitted all the process about Roller Coaster, and want to sold them as a Manual in the blister toy way.

The manual is teach people how to skip the process, and get a short pleasure directy.

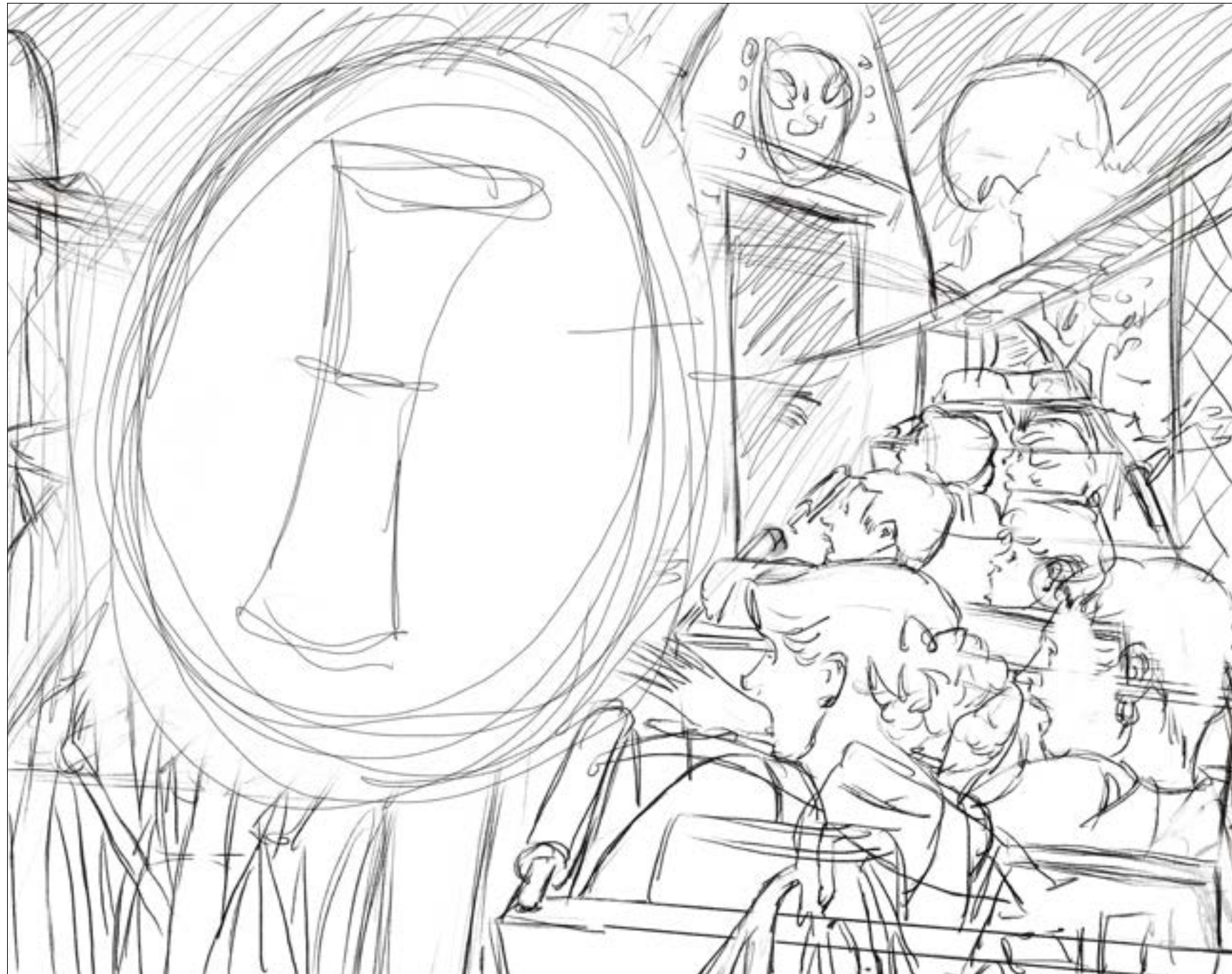
## Blister Toy:

Riding a Roller Coaster is really about experiencing a kind of "standardized" & "repeatedly consumed" sensory thrill. People buy into that rush to get a quick hit of satisfaction. So I thought about designing the manual like a blister toy in a consumer society, imagining them lined up on shelves, selling people the packaged fake thrill.





I created this illustration using Procreate and designed the typography. The illustration depicts the terrified expressions of people riding the roller coaster when they see the Manual.



**RC Manual**

**RC Manual**





Finally, I designed both the front and back of the toy packaging and created some small promotional stickers to more vividly satirize, through the medium of the "roller coaster," the fast-food culture and consumerism that drive hedonism in modern society.



Front



Back



# Roller Coaster

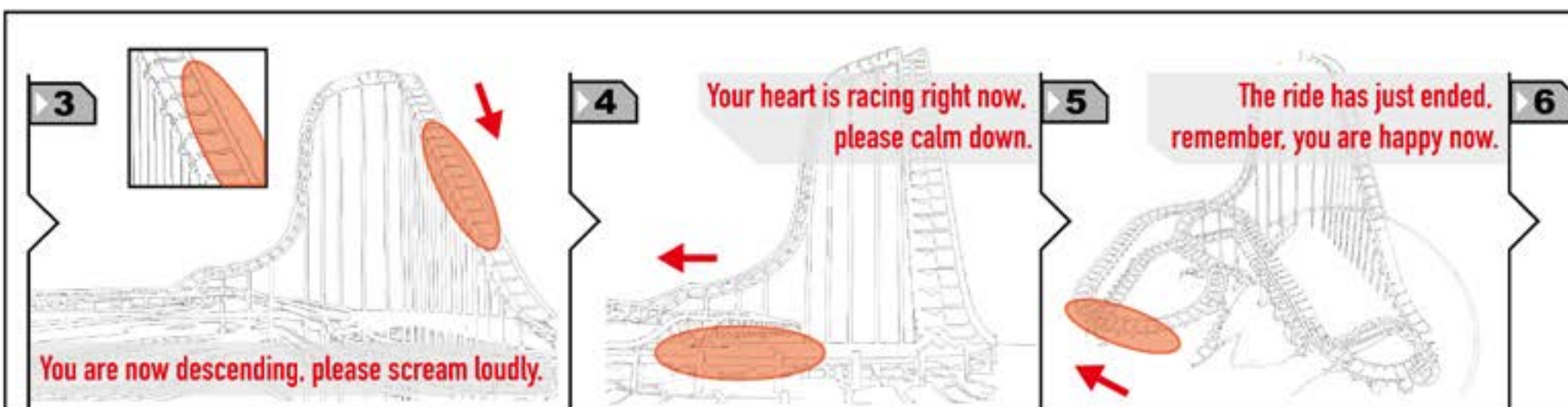
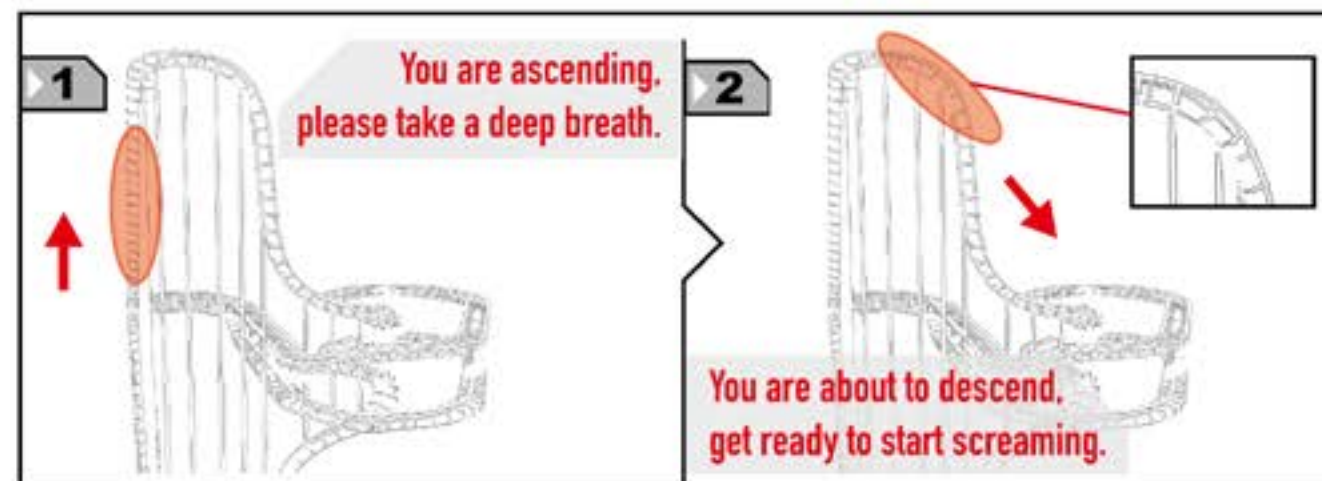
According to the manual, skip the process.

14+  
AGES#

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- 1 The oldest roller coasters are believed to have originated from the so-called "Russian Mountains" specially constructed hills of ice located in the area that is now Saint Petersburg, Russia.
- 2
- 3
- 4 The Riding Mountain (a.k.a. La Grande Glisade) entertainment pavilion designed by Bartolomeo Francesco Rastrelli for Tsarskoye Selo royal residence was built in 1754 - 1757. In Russian it was known as Katalnaya gora literally Mountain for riding. It was a huge building in the shape of rotunda.
- 5
- 6
- 7

① Scenic railways ② Popularity, decline, and revival Safety mechanisms and technology ③ Safety mechanisms and technology ③ Scenic railways Popularity, decline, and revival ③ Scenic Roller coaster design and statistics



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Haha thank u for watching Company.Ltd.

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Finally, I reexamined the structure of the Manual and replaced some useful information, making this series a cohesive whole. I am now preparing to bring it to life.